



Asian Entrepreneurs:

**Bring Your Small Business To The Next
Level**

Virginia Asian Chamber of Commerce &
S.C.O.R.E

**Proudly Host A Powerful Business
Seminar**

**Increasing Profit Gains in:
Retail, Construction, &
or Professional Service Businesses**

WITH

MICHAEL MCDERMOTT

Enterprise Tune Up LLC
& SCORE Counselor

1. A jam packed 3 hour intensive business enterprise growth training for established Asian American entrepreneurs interested in growing your sales.
2. Refreshments
3. Free Parking

Cost: \$5 Members - \$10 Non Members



Right click to view DAYS
INN HOTEL

A 3 Hour Powerful Class

**Saturday July
18, 2009
1:00 - 4:00 pm**

**Days Inn
Richmond Hotel**

6919 Midlothian Turnpike,
Richmond, VA 23225

REGISTRATION

Our topics are tailored for each specific 3 business sectors

1. Financial Basics

Cash Flow, Breakeven Point
Improving Accounts Receivable & Collections
Cost Reduction Tips
Pricing strategies
Raising Capital

2. Marketing & Sales

Customer Acquisition Cost
Differentiation
Internet & Digital Marketing
Other Marketing/Advertising Tips

3. The Profit Equation

How to Increase Prospects
How to Turn Prospects into Customers
How to Increase Sales Transactions
How to Increase Average Sale
How to Increase Margins

4. Adjusting Products & Services for a Recession

A Personnel
Engagement/Communication
Measurement and Benchmarking
Improving Employee Productivity

B Customer Service & Satisfaction
How to Create Lifetime Customers
Customer Satisfaction
Service Problem Recovery

C Competition

D Business Strategy
Value Proposition
Recession Strategies

E Your Turnaround Action Plan

5. Getting Ready for The 2010 Economic Rebound

Register by Tel: 804-797-3975 or
email us at aabac@aabac.org
Pay at the door by check/cash
or easy prepay via our safe
Paypal

WHY JOIN ON SITE AND SAVE?

Because we have 9
events between
July-December offering deep
discounts for our Members!

Pass on to a friend in the Asian
community



**Do not miss this unique
learning opportunity!**

Virginia Asian Chamber of Commerce

Tinh Phan, Chairman
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www.aabac.org

www.ibava.org

www.procureconasia.com

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